A Special Report for: Sponsor Magazine

On: The Ivy Network As An Experimental Market

This report is made for the benefit of Sponsor Magazine, on the effect of the Ivy Network as an experimental medium.

We do not propose that the Ivy Network is an average market from the standpoint of the national audience. When we speak of experimental advertising in Ivy, we mean that it is an experimental market from the standpoint of reaching the college market, and this is the way in which our sponsors have used Ivy.

College radio is comparatively new on the college scene. New, that is, from the aspect of campus newspapers and magazines. Starting in 1935 with the first college radio station (of the student-owned-and-operated variety) at Brown University (a member of the Ivy Network), college radio has become a potent force on most campuses. In the last five years or so college radio has become a strong advertising medium on the college campuses, as can be seen by a list of our past and present sponsors. For an advertiser interested in reaching the college market (and more and more each year are becoming aware of the value of reaching this market, a market which spends $2,000,000,000.00 annually on objects other than tuition, room and board) college radio has proved to be both economical and effective.

The Ivy Network represents the oldest and best established student-owned-and-operated college radio stations in the country. Many national advertisers have found that in their desire to reach the college market college radio has become a necessity. They have used the Ivy Network to test the effectiveness of college radio, and as a result many have expanded their efforts to include other campus stations (a notable example is Camel Cigarettes). We have just finished a study of these accounts and others, to determine why they have chosen Ivy as their experimental field. The following will give some indication:

- It is felt by some advertisers that there is great value in connecting their product with the Ivy League, from the prestige angle. Some have felt that if they can use the Ivy League as an example of where their product is used it will set the pace for other colleges. And it does not do their product any harm to state that it is preferred by the majority of Ivy Leaguers over other brands of the same product.

- The above fact is not always included in the reasons why Ivy is used. Many sponsors are not that interested in prestige for their product. But all agree that their experience with Ivy has convinced them that production and performance is uppermost both in the minds and in the practice of the station members. All have been amazed with the efficiency in operation of the Ivy Network.

- Another reason high on the list of choosing the Ivy Network has been the fact that as an experimental field for colleges it is ideal. Ivy represents practically every type of school in this country. The all-male schools have been well represented by Yale, Harvard, and Princeton. The small college can best be shown by Dartmouth and Brown, whereas the big state co-ed school is graphically illustrated by the University of Pennsylvania, which comes the closest to being a mid-west state university. Cornell is both the big co-ed school and the private university. Girls schools are well shown by Pembroke, which is serviced by Brown. This last feature is important, for it is the best way of finding the effects of a sponsor's advertising on girls schools via college radio, using the Ivy Research Service (see below).

- Geographically the schools represent a great diversity of students, coming from every state in the union, a fact which cannot be said of the big state universities, which draw on students in their own states. (A distributional breakdown of the student bodies, by schools, is available on request.) Thus, to an advertiser wanting to experiment in the college market, via college radio, he gets students from all over and schools of all types, in the Ivy Network.

- Perhaps one of the greatest values to a sponsor is the fact that they are working with a unit which is well controlled (Ivy has been in operation for eight years, the oldest and most successful college network now operating). The Ivy Network centralizes all activity through its New Haven office, and is in touch with the stations every day. Therefore, a sponsor can keep direct control over the activity of the stations with regard to his account with a minimum of effort. In a test campaign this fact is most important.

- A very valuable asset of Ivy has been that of Ivy Research Service, a division of the Ivy Network. Formed with the purpose of aiding agencies and accounts, Ivy Research Service offers, free of charge to a sponsor, efficient and accurate polling facilities of the Ivy audience. Working in conjunction with the psychology departments of the Ivy schools, and using a method of polling developed by Leonard Doob of Yale University, Ivy Research has been able to test the preference of the students before and after an advertising campaign over the Ivy Network. Constant polling is done in all fields of research (copy, audience, consumer preference, media), using a staff of over 200 students. This gives a sponsor even more control of the effect of his campaign.

- Merchandising and promotion have long been some of Ivy's foremost activities. Over the past eight years we have developed methods of merchandising that have amazed our sponsors. Our point-of-sale efforts and tie-in merchandising are even more effective because of a long friendship developed between the members of the stations and the campus merchants. The storekeepers know that their trade depends on the goodwill of the student body, and therefore they are very happy to co-operate with the station's plans. We have created a "credit-system" of merchandising for our clients, so that the size of the contract determines the amount of merchandising available to the sponsor.

These have been the main reasons why sponsors have been choosing Ivy. They are not the only reasons. The Lee Hat Company found that it revived interest in their product among the local dealers (see the New York Times, November 17, 1952). Others have felt that Ivy's advertising record proved a point that they could not deny -- college radio is effective. Ivy has had more sponsors, both locally and nationally, than any other college radio stations in the country. The Ivy stations, which do not receive any money from their universities, are the wealthiest student owned-and-operated radio stations in the country.

The Ivy stations are known all over the country as the leaders in the college radio movement. A year does not go by that we are not asked to help set up a new station. Over 500 members of these stations are proud of the reputation that the Ivy Network has earned. (See Newsweek, November 9, 1953; New York Times, October 29, 1953; Life, November 7, 1953.)

We are proud of our motto -- "Where Future America Listens and Learns To Buy."

Some Case Histories of Ivy Accounts

Lee Hat Company

In an effort to promote the dying hat market the Frank H. Lee company decided to go into the college market. They chose only college radio, and then limited it to just the Ivy Network. Their campaign lasted for only seven weeks, but at the end of it their hat sales in the Ivy school areas had risen an average of 20%, by their own admission (reported in the New York Times, November 17, 1952).

Rheingold Beer

Deciding to go into the college market, just to try it out, Rheingold withdrew some of their money from the college newspapers and put it into the Ivy Network. Before they advertised via Ivy their preference on the campuses was 4th place, with a 5.4% of the students preferring Rheingold. Two years later they were second and their percentage had risen to 15%. They have just recently renewed for their third year.

Camel Cigarettes

Jumping onto the Ivy bandwagon, started for cigarettes by Philip Morris and Lucky Strike, Camels tried the Ivy Network for a year. Their sales went up 4% and they were so satisfied that they have renewed for a second year and have added other college radio stations to their list.

Reporter Magazine

Many magazines did not feel that radio, let alone college radio could do a good job for them. However, cautious at first, the Reporter Magazine bought just a few Ivy stations as a trial. After only four weeks their results were so good that they added more Ivy stations and increased their number of spots.